

MORE ROADS TO HARLEY-DAVIDSON

Inquiry Form

Dealer Ownership Policy

Confidentiality Agreement

Dealer Application

BUILDING THE NEXT GENERATION OF HARLEY-DAVIDSON® DEALERS



INQUIRY FORM

It's time to start the journey. We are looking for partners who share our vision for:

Growth

Profitability

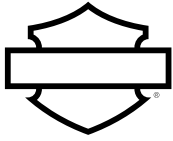
Diversity

Customer Service

Community

Freedom

Progression



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INQUIRY FORM

WE'RE BLOWING THE DOORS WIDE OPEN AT HARLEY-DAVIDSON.

"For me, becoming a Harley-Davidson® dealer was a dream come true. Every step of the way, the company has been there, helping me grow with the brand. That has been priceless."

— Trevor Bird, Owner, Durango Harley-Davidson

Step right up. Complete this form and begin your journey as a prospective Harley-Davidson dealer owner. Excited? In addition to the information you provide below, a resume and/or biography will help us understand your relevant business experience and education.

Email the completed form and resume to dealership.canada@harley-davidson.com. Please be advised that Harley-Davidson may also share this information with key stakeholders and partners for further review. Thanks so much for reaching out. We will be in touch within 45 days of receipt of your inquiry.

PERSONAL INFORMATION

Name

Address

City, Province, Postal Code

Email Address

Job Title



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INQUIRY FORM

AREAS OF INTEREST

I am interested in any opportunity

Specific location or dealership of interest (if any): _____

Purchase Intent Timeline

0-6 months

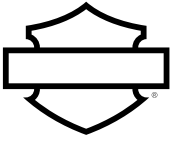
6-12 months

1-3 years

3-5 years

5+ years

Please share why you are interested in becoming a Harley-Davidson dealer.



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INQUIRY FORM

CURRENT BUSINESS OWNERSHIP (IF ANY)

Name of Business _____

Type MOTORCYCLE POWERSPORTS AUTOMOTIVE OTHER _____

Current Business _____

Website Address _____

Current Business Social Media Links _____

I confirm that I meet the minimum financial requirements of \$2 million net worth and \$750,000 in liquid assets (excluding real estate equity)

Current net worth \$ _____

ADDITIONAL DETAILS



I am excited to learn more about owning a Harley-Davidson dealership. I understand submitting this inquiry does not mean I am approved as an authorized Harley-Davidson dealer.

Signature

Date